

Interview Summary	Application No.	Applicant(s)	
	09/473,078	SHKEDI, ROY	
	Examiner	Art Unit	
	James W Myhre	3622	

All participants (applicant, applicant's representative, PTO personnel):

- (1) James W Myhre. (3) John Galbreath.
 (2) Jean Javier. (4) Roy Shkedi.

Date of Interview: 11 January 2005.

Type: a) Telephonic b) Video Conference
 c) Personal [copy given to: 1) applicant 2) applicant's representative]

Exhibit shown or demonstration conducted: d) Yes e) No.
 If Yes, brief description: _____.

Claim(s) discussed: 42.

Identification of prior art discussed: Roth et al (WO 98/34189).

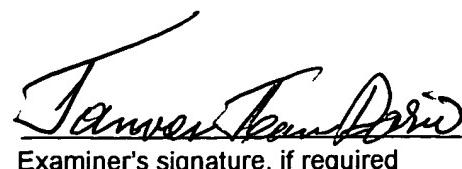
Agreement with respect to the claims f) was reached. g) was not reached. h) N/A.

Substance of Interview including description of the general nature of what was agreed to if an agreement was reached, or any other comments: See Continuation Sheet.

(A fuller description, if necessary, and a copy of the amendments which the examiner agreed would render the claims allowable, if available, must be attached. Also, where no copy of the amendments that would render the claims allowable is available, a summary thereof must be attached.)

THE FORMAL WRITTEN REPLY TO THE LAST OFFICE ACTION MUST INCLUDE THE SUBSTANCE OF THE INTERVIEW. (See MPEP Section 713.04). If a reply to the last Office action has already been filed, APPLICANT IS GIVEN ONE MONTH FROM THIS INTERVIEW DATE, OR THE MAILING DATE OF THIS INTERVIEW SUMMARY FORM, WHICHEVER IS LATER, TO FILE A STATEMENT OF THE SUBSTANCE OF THE INTERVIEW. See Summary of Record of Interview requirements on reverse side or on attached sheet.

JEAN D. JANVIER
PRIMARY EXAMINER



Examiner's signature, if required

Examiner Note: You must sign this form unless it is an Attachment to a signed Office action.

Continuation of Substance of Interview including description of the general nature of what was agreed to if an agreement was reached, or any other comments: The Applicant and Applicant Representative discussed the invention and what they viewed as the novelty over the cited Roth patent. Upon further discussion, agreement was reached on a change to the language in steps a(ii and a(iii) of Claim 42 to clarify that the distributor has assigned a value to "each of at least some of the plurality of attributes" and "spreading the attributes of a preponderance of the responses". The Examiners agreed that these changes appear to overcome the cited prior art but that further review of it and further search for other prior art would be required..



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To: USPTO - Exam. Jean Janvier
Company:
Fax Number: 1-703-746-5540

From: John A. Galbreath
Fax Number: 1-410-666-7274

Message:

7 January 2004

Dear Examiner Janvier:

As promised, attached is an agenda for our interview Tuesday, Jan. 11 at 10 AM on Appl. # 09/473,078. I look forward to a comprehensive and productive interview, and if you have any questions, just give me a call or email to jgalbreath@galbreath-law.com.

Best regards,

A handwritten signature in black ink, appearing to read "John A. Galbreath".

John Galbreath

Interview Agenda

U.S. Appl. # 09/473,078 - A Method For Transacting An Advertisement Transfer

January 11, 2006 10 AM EST

- I. **Focus: Independent Claims 42, 68, 77, and 78 vs. Roth PCT Appl. '189.**
- II. **Discussion of 102 vs. 103 rejections using Roth.**
- III. **General discussion of Roth's teachings vs. those of AlmondNet's invention.**
- IV. **Review of independent claim elements, and identification of where claim elements are shown in Roth.**
- V. **Further discussion of:**
 - A. **Lack of a spreading step in Roth, and the Office Action's "official notice" regarding the spreading step.**
 - B. **Differences in bid composition and selection/determining process.**
 - C. **Differences in the timing of actual bid submission.**